Step 4: Pitching and writing the email (2)

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing the email

- Reporters are busy, so you've got limited time to make an impression with your email
- You have to choose your words carefully and grab their attention immediately, starting with the email subject line
- **Tips for writing a strong subject line:**
  - personalize it by using their name or mentioning something they wrote
  - create curiosity by mentioning something that leads them to open the email
  - "limited time offer" - add the word "exclusive" to the subject line
- In the body of the email, elaborate on the subject line immediately
- If you mention one of their articles, say what exactly you liked so they know you've actually read it
- **Explain how your product/business links to whatever you mentioned and clearly state the value it offers to them and their readers**

- If you don’t mention why this is relevant to them quickly, they might not read the whole email
- Be polite and friendly, but not overly friendly unless you've actually met them
- Be confident in your pitch and excited about it, but write it with the reporter’s audience in mind